

In the Claims:

1. (currently amended) A heat transfer label assembly comprising: a first layer comprising paper; a second layer on top of said first layer comprising a varnish or other coating; a third layer on top of said second layer comprising a layer of emulsion wax or similar release coating or material; and a fourth layer on top of said third layer comprising a printed ink design layer; wherein all four ~~layer~~ layers are bonded together to form a transfer label assembly; wherein said varnish or other coating is cured by electron beam radiation.

2. (original) The heat transfer label assembly of claim 1 wherein said paper layer comprises a support portion of said label assembly.

3. (currently amended) A heat transfer label assembly comprising: a first layer comprising paper; a second layer on top of said first layer comprising a varnish or other coating; a third layer on top of said second layer comprising a layer of emulsion wax or similar release coating or material; and a fourth layer on top of said third layer comprising a printed ink design layer; wherein all four layers are bonded together to form a transfer label assembly; ~~The heat transfer label assembly of claim 1~~ wherein said paper layer comprises a sheet of paper with a clay coating on one side and a basis weight of about 20 to 40 lbs. per 3,000 sq. ft., said clay coating being between said first layer and said second layer.

4-5 (cancelled).

6. (currently amended) The heat transfer label assembly of claim ~~4~~ 1 wherein said electron-beam curable varnish or other coating comprises a portion of the a support portion of the label assembly.

7. (original) The heat transfer label assembly of claim 1 wherein said varnish or other coating comprises a layer in a thickness of approximately 0.5 to 5 lbs. per 3,000 sq. ft.

8. (currently amended) The heat transfer label assembly of claim 1 wherein said emulsion wax or other release material comprises a portion of ~~said~~ a transfer portion of said label assembly.

9. (original) The heat transfer label assembly of claim 1 wherein said emulsion wax or other release material comprises a layer of emulsion wax or similar release material in a thickness of about 0.5-5 lbs. per 3,000 sq. ft.

10. (original) The heat transfer label assembly of claim 1 wherein said emulsion wax or other release material comprises a layer of emulsion wax or similar release material in a thickness of about 0.75 lbs. per 3,000 sq. ft.

11. (currently amended) The heat transfer label assembly of claim 1 wherein said ~~ink~~printed printed ink design layer comprises a portion of ~~said~~ a transfer portion of said label assembly.

12. (original) The heat transfer label assembly of claim 1 wherein said first, second, third, and fourth layers are bonded together to form a transfer label assembly with both support and transfer portions.

13. (withdrawn) A process for making a heat transfer label assembly comprising: coating or otherwise applying to a clay-coated sheet of paper a layer of varnish or other material that is cured by electron beam radiation; conveying said EB-cured paper substrate through a press or other printing equipment whereby a skim coat of emulsion wax or similar release material is applied prior to application of an ink/printed design; forming a support portion and transfer portion of said heat transfer label assembly.

14. (currently amended) The heat transfer label assembly of claim 1 wherein said a support portion is positioned for transfer of ~~said~~ a transfer portion to an article upon application of heat to said support portion, while said transfer portion is placed in contact with said article.

15. (new) A heat transfer label assembly consisting of: a first layer comprising paper; a second layer on top of said first layer comprising a varnish or other coating; a third layer on top of said second layer comprising a layer of emulsion wax or similar release coating or material;

and a fourth layer on top of said third layer comprising a printed ink design layer; wherein all four layers are bonded together to form a transfer label assembly.